



Fermanagh & Omagh
District Council
Comhairle Ceantair
Fhear Manach agus na hÓmaí

Short Corporate Identity Guidelines for Fermanagh & Omagh District Council

Logo Use - Publications & Advertising

Your Guide

These shortened guidelines have been created to assist you in producing great communications materials that are true to our Council vision and that strengthen our brand.

The guide is intended to be simple and flexible but to provide clear rules about how our brand should appear and behave. Consistency across all our communications efforts is key to our delivery of powerful brand messages that leave a positive and lasting impression of Fermanagh and Omagh District Council.

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Corporate Identity

Logotype

The Master Council Identity Logo

The Council has selected a Bi-Lingual Identity and the example below is how the logo should be displayed. Under no circumstances should the logo be altered or edited. It is important to follow the instructions within the guidelines to consistently represent the Council Brand.

Pantone 2603 is the master colour for the Council Brand Identity.

Whilst an extended colour palette is now available to add variety to our corporate communications, the Council logo should not be re-produced in other colours apart from the purple 2603 (or in its white reversal version below).



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Corporate Identity

Variations

Reverse Colour



Reverse Black & White



Black & White



Unlocked Crest Only Logo

This is permitted by the Council with very strict restrictions for use on Clothing and on some Councillor Literature.

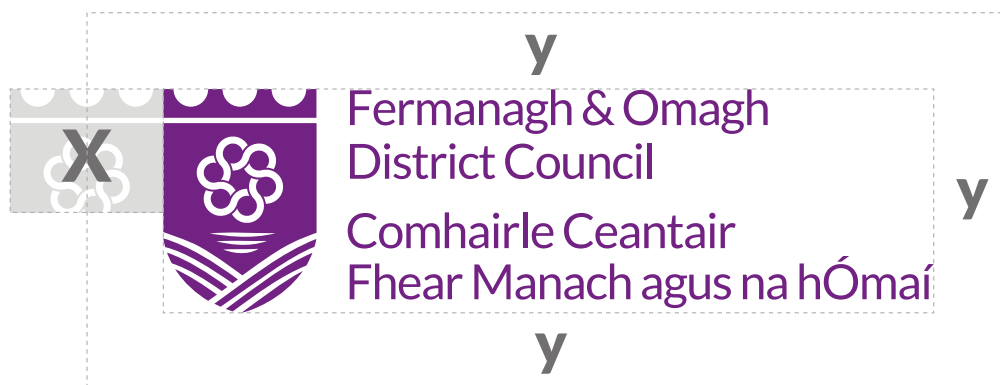


Master file formats are available for the Council identity and are on file with the council marketing department.

Corporate Identity

Clearance Area

To ensure legibility the logo should always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not encroach on the identity. The area is defined by using half the width of the logo mark (x) this free area is denoted as (y).



Minimum Size

To ensure legibility, the minimum size has been set for the identity and the logo mark. No element of the master identity should be reproduced below the size dimensions outlined below.



34 x 10 mm



10 x 7 mm

Corporate Identity

Sub Brands

A sub-brand suite has been created using the established brand principles to create logos for Leisure & Recreation and Community facilities.



Omagh
Leisure Complex



Bawnacre
Centre



Fermanagh
Lakeland Forum



Castle Park
Leisure Centre



Community
Centre

New logos based on this sub-brand format should not be re-created under any circumstances.

Corporate Identity

Master Typeface

Lato is the primary font for use for the council brand identity and should be applied to digital & print applications, where possible.

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz
#¢∞\$%&'°∑'®†¥¨^øπßðf©'Δ°¬
...æ≈ç√/~µ≤!@£\$%^&*()_

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz
#¢∞\$%&'°∑'®†¥¨^øπßðf©'Δ°¬
...æ≈ç√/~µ≤!@£\$%^&*()_

Approved Substitute Typefaces

Arial may be used as a default font for internal communications within the Council.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz
#¢∞\$%&'°∑'®†¥¨^øπßðf©'Δ°¬
...æ≈ç√/~µ≤!@£\$%^&*()_

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz
#¢∞\$%&'°∑'®†¥¨^øπßðf©'Δ°¬
...æ≈ç√/~µ≤!@£\$%^&*()_

Corporate Identity

Incorrect Usage

The master identity should never be manipulated, have drop-shadows added, stretched, distorted or cropped.

Master Logo



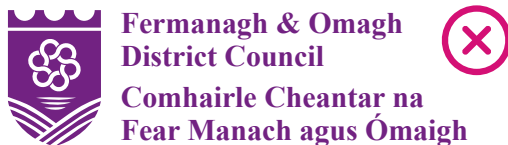
Never Stretch



No Drop Shadows



Do not replace or edit fonts



Do not alter size relationship of logo elements



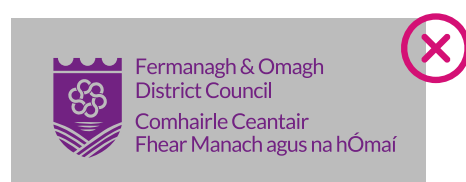
Do not frame or box



Do not place logo on colours that affect legibility



The Council Logo should NEVER be boxed or framed.



Corporate Identity

Applying Council Logo on Light Colour Backgrounds

The logo should be produced in Pantone 2603 colour on light background colours so long as it does not affect the legibility of the Council Identity.

If the Council Logo is clearly legible the logo can be reproduced on the supported brand colour.



Corporate Identity

Applying Council Logo on Dark Colour Backgrounds

If the Council logo needs to appear on dark or vibrant colours that can affect its legibility, then the Council logo MUST be used in its reversed white version.



Corporate Identity

Corporate Colour Palette

The Council master purple colour 2603 should, where possible, be prominent on all designs, publications and promotional materials and artworks created for the Council.

Additional accent colours can be sourced from the Colour Palette below to widen the colour range and create distinctive, vibrant and visually appealing communications.



Pantone = 130c

RGB = 247, 168, 0

RAL = 4008

C = 0, M = 38, Y = 100, K = 0



Pantone = 374c

RGB = 195, 215, 110

RAL = 4008

C = 31, M = 0, Y = 69, K = 0



Pantone = 2995c

RGB = 0, 168, 225

RAL = 4008

C = 80, M = 8, Y = 1, K = 0

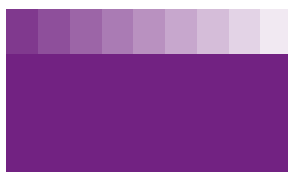


Pantone = 339c

RGB = 0, 178, 136

RAL = 4008

C = 79, M = 0, Y = 58, K = 0



Pantone = 2603c

RGB = 90, 40, 127

RAL = 4008

C = 73, M = 100, Y = 0, K = 3



Pantone = 485c

RGB = 226, 35, 26

RAL = 4008

C = 1, M = 94, Y = 94, K = 0

Distinctive Design Elements

Graphic Device

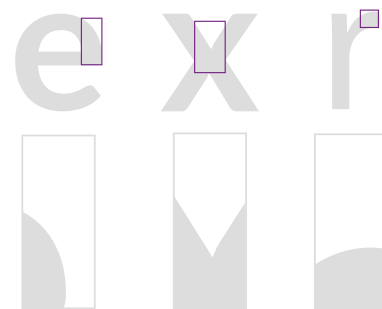
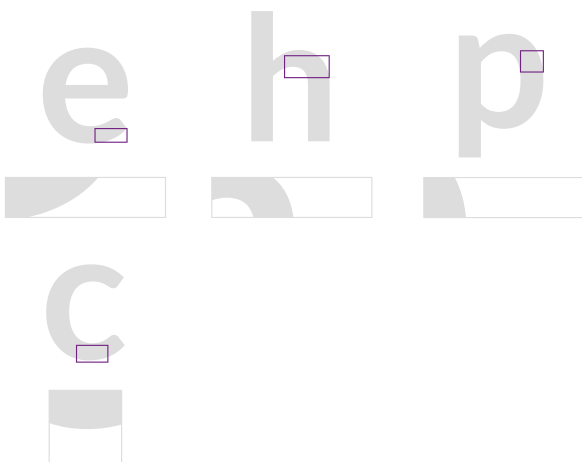
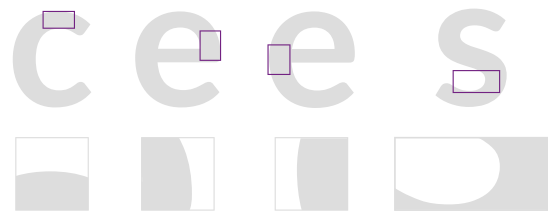
A graphic device has been developed to bring some flexibility when working with layouts, images and photography. This graphic device can be implemented across a variety of marketing communications tools and has been created by taking elements of the Council's typeface – LATO.

The graphic device uses the entire LATO brand typeface in both upper and/or lower case. The graphic shapes are created by taking sections of the individual letter forms and making them BIGGER.

The graphic devices are created by taking sections of individual letters in both upper or lower case and enlarging them to create a graphic shape. These shapes can be used as graphic patterns or for housing images.

All letters of the alphabet can be used as desired and can be cropped in different ways depending on the space available. These can be flipped or rotated shapes horizontally or vertically to suit. Letter forms may also be filled.

Here are some examples of how letter-based graphic shapes can be created.

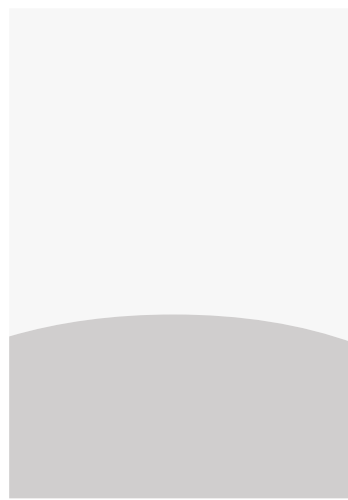


Distinctive Design Elements

Graphic Device

A variety of different graphic shapes has been created and are available for use from the Council's Intra-web.

It is no longer appropriate to pick a colour from a photograph; any colours used must be taken from the approved Council palette. Tints of these colours can also be used as shown on below.



Distinctive Design Elements

Application

Here are some examples of the graphic device in use, which show how it can be applied to a variety of shapes, images and colours.

Where possible, use the full colour logo on white or lightly coloured backgrounds, or a white reversal out of more vibrantly coloured backgrounds.



Design Examples

Print

A4 Brochures



Design Examples

Print

Adverts / Social Media adverts



Design Examples

Print

Posters

For posters, use sizes A3 to A0. Make strong use of imagery, and keep copy to a minimum on large scale posters. With posters, legibility is key; therefore headlines should be short and to the point.



A5 fliers



Design Examples

Print

Pull-up Stand

Use the Council graphic device to house imagery. Legibility is key, therefore headlines should be short and to the point which will allow them to be as large as possible

Any headlines or text should be on the top half of the pop-up stand for maximum visibility.



Distinctive Design Elements

Print

Press advertising

The Council places a wide range of newspaper adverts ranging from Planning Applications to promoting Council facilities and events. Rules regarding usage on formal advertising (recruitment, planning etc.) are included in Brand Guidelines, Edition 2, Section 6, pages 188-195.

The shorter guidelines produced here relate to events and sub-brand promotional advertising which should use an informal Council advertising tone.

It is important that press adverts are not content heavy.

Using strong imagery and punchy headlines will help convey your message.



Council Literature

Internally Produced Reports

The Council Brand Identity must be applied consistently across literature and marketing communications.

Formal Council literature including reports should be corporate in style and formal.

a) Council Internally produced reports (White Paper)

Internal reports and communications on white paper should have a minimalist style. All document content should be structured as outlined in section 1 - see pages 26-31 of the main Guidelines (not included here).



Council Literature

b) Council internally produced reports with Images

Any of the Council's graphic device shapes may be used for these publications; png versions of these files are available on the Council intranet.



Council Literature

Council Facilities / Events / Services with own branding

A variety of Council secondary brands are currently in use. Examples of these include:



If a graphic style has been developed for a particular sub-brand or service, this should be used consistency across all informal communication material. NOTE: the sub-brand graphic style should always include the Council logo, which should be included in either top left or bottom left of the document/publication.

Council facilities such as arts, theatre, leisure, parks and the Marble Arch Caves UNESCO Global Geopark, which may have their own brands, must incorporate the Council Brand Identity.

Council Literature

Sub Brands

A sub-brand suite has been created using the established brand principles to create logos for Leisure & Recreation and Community facilities.



Omagh
Leisure Complex



Bawnacre
Centre



Fermanagh
Lakeland Forum



Castle Park
Leisure Centre



Community
Centre

If a graphic style has been developed for a particular sub-brand or service, this should be used consistency across all informal communication material. NOTE: these sub-brands, which have a clear Council graphic style, do not need to include the Council logo, but they should adhere to the principles of the Council brand guidelines and use the graphic device as below.



Clip Art

The use of clip-art or icons not created as part of the branding is prohibited.

Council Lockup Tab

The Council 'Lockup Tab' is no longer needed as the new graphic device has been created to give the Council Identity a distinctive visual area on branded literature, advertising and marketing material.

Council Literature

Council as a Supporting Partner – Publications and Advertising

When the Council is to be represented as a supporting partner, the Council Master logo should appear smaller than the logo of the organisation which it is supporting.

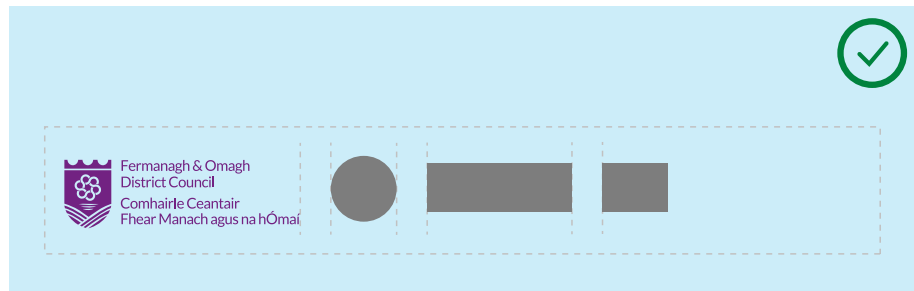
When additional supporting logos accompany the Council Master logo they should be restricted to the height of the Council logo and spaced evenly. The additional logos should not be allowed to infringe on the Council Master logo.



Council Literature

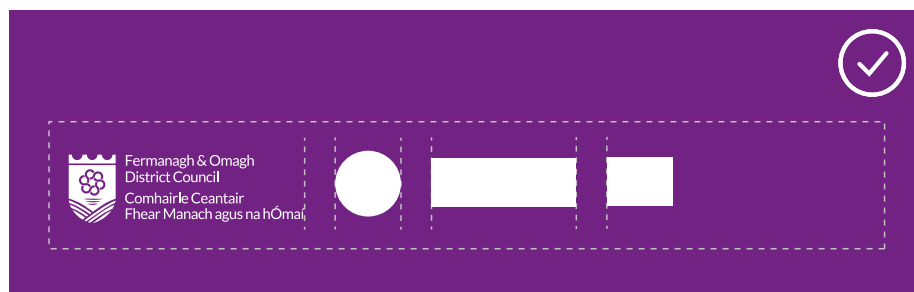
Council Support Format on Light Colour Backgrounds

The Council Master Identity must be used on white and light background colours that do not affect the legibility of the Council logo.

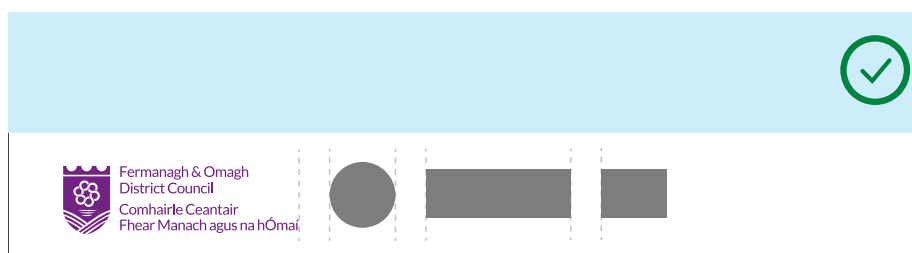


Council Support Format on Dark Colour Backgrounds

Partners supported by the Council may have colour schemes for their branding that could affect the legibility of the Council logo. In these circumstances the Council Master logo should be reversed (white) to facilitate greater legibility and presence of the Council logo.



Under NO CIRCUMSTANCES should the Council Master logo be boxed or framed on dark colours. If allowed by the supported brand, the Council logo should be placed on a white footer band across the bottom of the supported partner artwork.



Council Master Logo within White Background Colour Bar & including Support

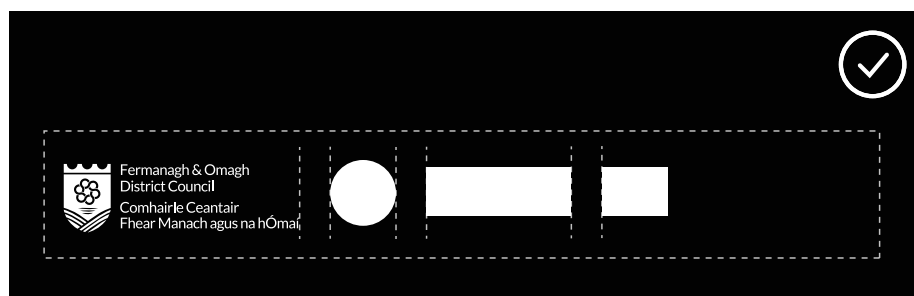
Council Literature

Black & White Council Support Application

As a supporting partner the Council Master logo could be reproduced in black and white for newspaper advertising. In these circumstances the following applications must be applied. White backgrounds are the primary choice when producing the Council Master logo.



Correct Application on White Background with Associated Supporting Partner Logos



Correct Application on Black Background with Associated Supporting Partner Logos

Black & White Incorrect Use

In a support capacity the Council logo should not appear larger or more prominent than other supporting partners.



Council Logo Size Inconsistent With Additional Supporting Partners

Council Literature

Guidance for producing Typed and Printed Material

We want to ensure that our written communication is accessible to as wide an audience as possible. A number of factors need to be taken into consideration to ensure our communication is written in a way that people find easy to read and that they can identify it as an official Council communication.

To ensure our written communication is accessible and consistent, please follow these guidelines for all internal and external communications:

External Communications - Lato is the primary font for use for the council brand identity and should be applied to all digital & print applications, where possible.

In circumstances where a different headline font is deemed more suitable e.g. a kid's fun event, Halloween, Christmas etc., proofs of the proposed design should be sent to the Marketing Communications team in the first instance for approval

Internal Communications

Text style & format

- All text to be typed in Arial, minimum font size 12.
- Avoid using ALL CAPS and italics in headings and sentences as they are difficult to read.
- Avoid underlining text. Underlining suggests the text is a hyperlink. This also applies to web addresses. Instead of underlining, try **boldening** if you would like to make something stand out. Underlined text is also more difficult to read.

Layout and structure

- Correct use of Council brand – please refer to Brand Identity Guidelines located on the employee intranet.
- Always align your text to the left. Paragraphs should not be centralised or justified as this can result in uneven spacing reducing the legibility of the text.
- Avoid using long blocks of continuous text. Break it up with smaller paragraphs and headings. This will also help the reader navigate the text.
- Where appropriate, use bullet points and lists instead of large volumes of text

Content

- Think of who will be reading the document – will they understand the terminology within the document. Is it 'user friendly'?
- Use clear language. Keep text as concise and straightforward as possible
- Avoid using slashed constructions, for example 'a and/or b' or he/she. Instead use 'a or b or both' or 'he or she or they'.

Council Literature

Approval for Marketing Materials

All marketing materials should be sent to the Marketing Communications team before final design and distribution. The team will provide:

- Feedback on the draft design
- Pointers for the updating or redesign of the proposed design
- Approval of the final design

Please ensure that you allot enough lead time to get your materials to the team for approval as there may be necessary changes in order to comply with the Brand Guidelines.